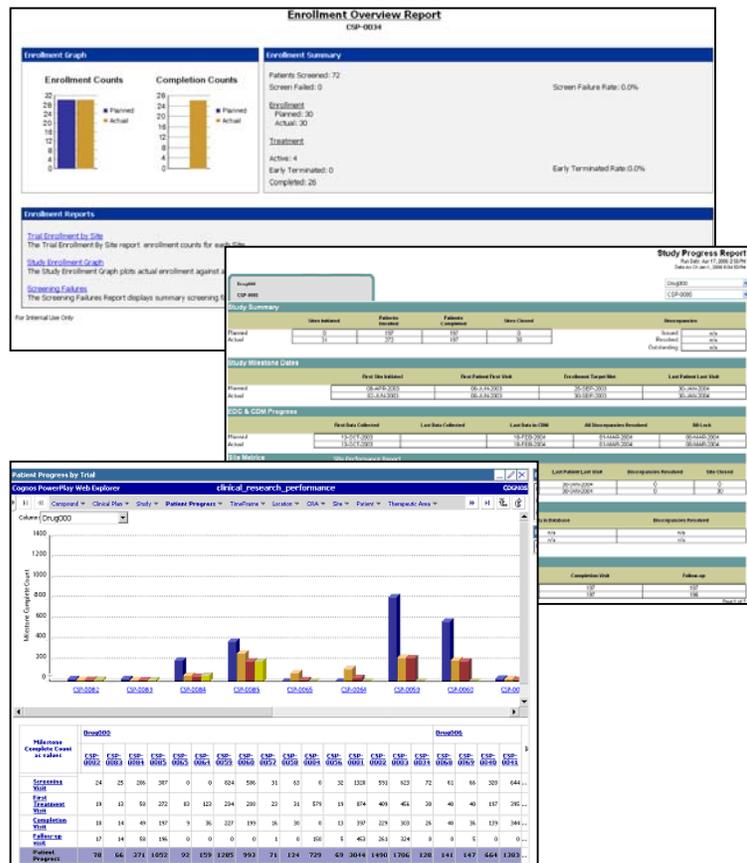


With millions invested in Clinical information systems, why do you still have more questions than answers? The fact is that to manage effectively today you need more than information – you need intelligence. Clintelligence pulls from your existing Clinical systems and combines information in ways not possible before now, turning it into operational intelligence. The industry standard Cognos ROLAP tools then work with Clintelligence to provide a business analysis environment for the entire Clinical organization.

## ANALYZE, PLAN AND MANAGE CLINICAL TRIALS

The *Milestones & Metrics* datamart of Clintelligence gives you actionable intelligence about performance of your Clinical Trials, during all the steps from Protocol Concept through FDA Approval. Analyze and compare metrics on the performance of your different therapy areas, subsidiaries, research partners and investigators. Plan future studies and improvements to your business processes based on this intelligence about past performance. Manage your Clinical Trials to meet the goals of your plan. Analyze past performance, Plan improvements and Manage to your plan.

The six key areas of Clintelligence answer over 500 critical business questions. More than 30 key performance indicators (KPIs) provide the metrics to objectively measure performance in attaining an unlimited number and variety of milestones and tasks, the milestones and tasks you define for your business. Over two dozen canned reports & views deliver timely insight in a manner sure to please the Clinical business community. Many different data dimensions allow users to use your existing data to answer your pressing business question – identifying problems as well as opportunities. Clintelligence truly does turn your Clinical Information into Clinical Intelligence.

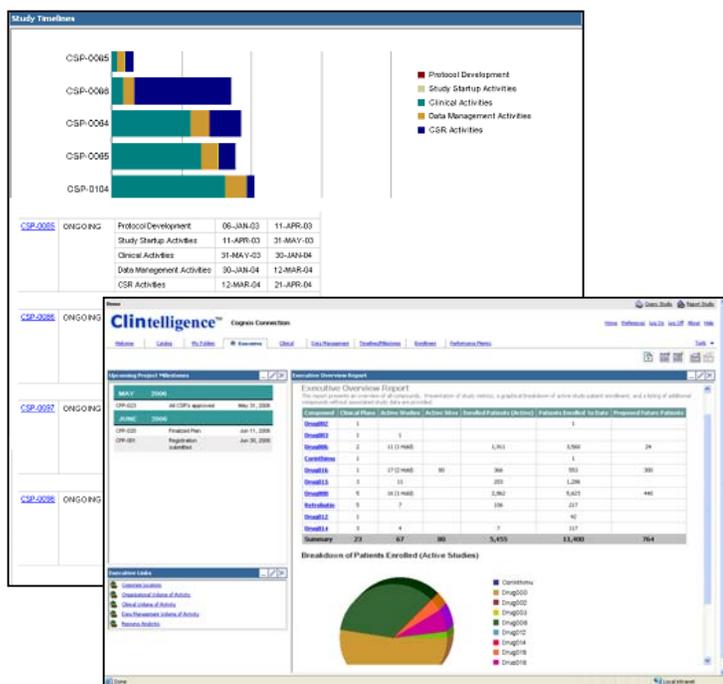


## DELIVER CLINICAL INTELLIGENCE TO THE DESKTOP

The benefits of Clintelligence can be easily delivered to all levels of your organization. The Clintelligence Connection screen uses the latest in web portal structure to present users with a customized view of reports and data elements that are important to them and accessible directly from your existing company portal. No matter where your staff are located – whether in the office or on the road, they will no longer be limited in their ability to get information.

Each user is presented with a set of basic data windows that are applicable to their role – Executive, Clinical, Data Management or Project Management. They are then able to supplement this primary content using an easy self-service model that allows them to add other reports, views, cubes, and links to their personal view to address their changing needs for information.

Users can even create and save their own parameterized reports into *my Folders*, thereby saving these settings to be run again and again each time new data is available. A study monitor might in this way customize a report looking at milestone completions just for his site. A project physician could customize enrollment graphs to assess progress on a specific study or product. Subsidiaries or research centers could easily focus on just their investigative sites, and departments such as CDM could filter just the activities related to their areas.



## INTELLIGENT ANALYSIS TO ANSWER THE TOUGH QUESTIONS IN CLINICAL RESEARCH & OPERATIONS

Clintelligence <i>Milestones &amp; Metrics</i>		
<b>Study Progress</b> Detect potential problems with ongoing studies, & quickly identify opportunities to accelerate by leveraging top performers	<ul style="list-style-type: none"> <li>When will the study startup steps be completed?</li> <li>How is enrollment progressing versus plan?</li> </ul>	<ul style="list-style-type: none"> <li>How many patients are yielding usable data at this point?</li> <li>Are each of my sites meeting their commitments, and are patients following the protocol?</li> </ul>
<b>On Time Performance for Projects &amp; Studies</b> Measure ability to deliver against planned dates for entire drug programs, individual studies or specific sites & departments	<ul style="list-style-type: none"> <li>How timely has this product area been at completing submissions?</li> <li>Is our Pre-Clinical team completing all their study reports on time?</li> <li>Are we getting better at planning?</li> </ul>	<ul style="list-style-type: none"> <li>Are protocol translations delaying study startup in our subsidiaries?</li> <li>Based on past performance, what is the likelihood we will meet our target dates, with how much variance?</li> </ul>
<b>Project &amp; Study Durations</b> Drive quicker time to market through analysis of time to complete tasks & groups of tasks in drug development	<ul style="list-style-type: none"> <li>Based on comparisons to our other programs, how long will it take to develop this drug for market?</li> <li>Are the EDC studies really saving us the time we had hoped?</li> </ul>	<ul style="list-style-type: none"> <li>Which countries complete enrollment more quickly for this indication?</li> <li>What will be the effect on our submission date if we amend the protocol?</li> </ul>
<b>Data Collection Metrics</b> Ensure the speedy collection & cleansing of study data, and analyze the impact of technology & process on these efforts	<ul style="list-style-type: none"> <li>What percent of our queries to the sites are resolved vs. outstanding?</li> <li>How much of a delay is there between a patient's visit and entry of the data into the EDC system?</li> </ul>	<ul style="list-style-type: none"> <li>How long does it take to collect CRFs from the site?</li> <li>What percent of data collected has initial discrepancies?</li> <li>Which studies have cleaner data?</li> </ul>
<b>Investigator Timeliness &amp; Quality</b> Identify top investigators by recruitment ability, success in meeting dates, and delivering quality patients & clean data	<ul style="list-style-type: none"> <li>Which investigators recruit faster?</li> <li>Can an investigator data quality rating help manage performance?</li> <li>What institutions meet dates?</li> </ul>	<ul style="list-style-type: none"> <li>Does faster recruitment lead to more discontinuations &amp; discrepancies?</li> <li>Who manages patient compliance to the protocol more effectively?</li> </ul>
<b>Sponsor Staff Effectiveness</b> Implement Best Practices for success through identifying and leveraging top performing staff & departments	<ul style="list-style-type: none"> <li>Which study monitors are better at getting top performance from sites?</li> <li>What percent of the time do our medical writers meet their dates, versus timeliness of data managers?</li> </ul>	<ul style="list-style-type: none"> <li>Which teams are best at resolving discrepancies?</li> <li>What countries consistently meet their enrollment quotas?</li> <li>Which CROs get better results?</li> </ul>

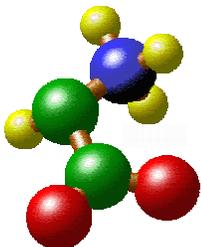
### ARCHITECTED TO BRING OUT THE INTELLIGENCE IN YOUR CLINICAL SYSTEMS

Clintelligence consolidates the information from your many Clinical systems for effective analysis and reporting that delivers business intelligence to business users. Leveraging datapoints typically tracked in Clinical Trial Management Systems (CTMS), Clinical Data Management (CDM), Electronic Data Capture (EDC) and Randomization or IVRS systems, Clintelligence consolidates these first into the PharmaStore Operational Data Store (ODS) and then into the *Milestones & Metrics* star schema Datamart.

Our fully validated system gets business users up and reporting in a fraction of the time it usually takes to build in-house. This cost saving approach reduces time to implementation by months, increases levels of success, and more effectively transitions BI and Data Warehouse concepts into the IT organization. The Clintelligence open architecture lets IT and business users enrich the product with custom reports, views and data cubes using the industry leading Cognos toolset.

### TECHNICAL HIGHLIGHTS

- Oracle data backbone & true star schema
- Cognos market-leading BI Toolset
- IMPACT CTMS Adapter Kit
- 6 Key focal areas of business analysis
- Over 30 Key Performance Indicators (KPIs)
- 5 multidimensional PowerPlay cubes for OLAP
- Dozens of ready to run reports & views proven to deliver Clinical Intelligence to the business
- Customized web interface for role-based content personalization
- Framework of business measures for easy & consistent custom report writing



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**COGNOS**



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